

## SUMMARY

### **Efforts to Increase Inpatient Utilization Using Voice of Customer (VoC) and Technical Response at RSAL Dr. Oepomo Surabaya**

Hospitals as one of the health facilities that provide health services to the community have a very strategic role in accelerating the improvement of public health status. In this case, patient satisfaction becomes the benchmark of health service quality level. Dr. RSAL. Oepomo is one of the government hospitals that serves the health care of members of the Navy. However, inpatient services from 2015 to June 2017 are very low, ranging from 0.5% -2.0% when compared to the average in other hospitals which is 10% -15%. Voice of Customer (VoC) and technical response are the benchmark of the quality of health services. RSAL Dr. Oepomo is a government hospital that serves the health of members of the Navy. However, inpatient services from 2015 to June 2017 are very low, ranging from 0.5% -2.0% when compared to the average in other hospitals which is 10% -15%.

The research method used is observational with quantitative and qualitative approach. The design of this research based on time of research is cross sectional. The sample size in this study was determined by using a random sampling calculation formula of 50 people. This research was conducted from October 2017 to May 2018.

Voice of Customer (VoC) is determined based on Customer Satisfaction Performance (CSP). At the doctor's service, consumers are less satisfied with the doctor's schedule to make a visit that is not in accordance with a predetermined schedule. In nursing services, consumers are less satisfied with the nurse's explanation of the nursing action plan performed on the patient. In administrative services, consumers are less satisfied with the skills of admission officers in carrying out administrative processes. In laboratory services, consumers are not satisfied with the explanation of the plan of taking samples taken by laboratory personnel. While in radiology services, consumers are less satisfied with the cleanliness and comfort of the radiology examination room.

Technical response is given by the Hospital management to fulfill Voice of Customer (VoC) which is adjusted to the ability of the Hospital. Based on the results of the study in RSAL hospitalization Dr. Oepomo Surabaya there are 2 technical responses that have a very strong and mutually supportive positive relationship between making information release SPOs to communicating with doctors by making a patient-doctor consultation time policy. Whereas in the service of nurses, laboratories and admissions there is no relationship between technical responses. In the radiology service there are 2 positive relationships that are very strong and mutually supportive between the procurement of CR radiology equipment and the addition of radiographers. Then the strong relationship between the procurement of CR radiology equipment and the increase

in the use of radiology e-mail / WA for communication of radiology results. However, there is a strong negative relationship between the technical response to improving the competency of officers by increasing direct supervision by Pawas (Supervisory Officers) outside working hours and the head of the unit in working hours (case manager).

The recommendation of efforts to improve the quality of services that must be done immediately based on Voice of Customer (VoC) analysis and sequence technical response the implementation are as follows: in the doctor's service to improve the discipline of the visit schedule the doctor (visited) needs to make a policy of patient consultation time - the doctor by making an SPO release information to communicate with the doctor. In nursing services, so that nurses provide an explanation of nursing action plans that are carried out on patients, the nurses' skills and competencies are improved. In administrative services to improve the skills of admission officers in carrying out the administrative process, additional admission HR was carried out. In laboratory services so that officers provide an explanation of the plan for taking samples, an evaluation of the implementation of the SPO is carried out. Whereas in the radiology service to maintain the cleanliness and comfort of the radiology room, evaluation of the implementation of the SPO is carried out.

## RINGKASAN

**Upaya Peningkatan Pemanfaatan Rawat Inap Berdasarkan *Voice of Customer (VoC)* dan Respon Teknis di RSAL Dr. Oepomo Surabaya**

Rumah sakit sebagai salah satu sarana kesehatan yang memberikan pelayanan kesehatan kepada masyarakat memiliki peran yang sangat strategis dalam mempercepat peningkatan derajat kesehatan masyarakat. Peningkatan kualitas pelayanan menjadi tuntutan dalam menghadapi persaingan. Dalam hal ini *Voice of Customer (VoC)* dan respon teknis menjadi tolak ukur tingkat kualitas pelayanan kesehatan. RSAL Dr. Oepomo merupakan salah satu rumah sakit pemerintah yang melayani penanganan kesehatan para anggota TNI AL. Namun pelayanan rawat inap dari tahun 2015 sampai Juni 2017 sangat rendah yaitu berkisar 0,5% -2,0% jika dibandingkan dengan rata-rata di rumah sakit lain yang sebesar 10%-15%.

Metode penelitian yang digunakan bersifat observasional dengan pendekatan kuantitatif. Rancang bangun penelitian ini berdasarkan waktu penelitian adalah *cross sectional*. Besar sampel dalam penelitian ini ditentukan dengan menggunakan rumus perhitungan *random sampling* sejumlah 50 orang. Penelitian ini dilakukan mulai bulan Oktober 2017-Mei 2018.

*Voice of Customer (VoC)* ditentukan berdasarkan *Customer Satisfaction Performance (CSP)*. Pada pelayanan dokter, konsumen kurang puas dengan jadwal dokter melakukan kunjungan yang tidak sesuai dengan jadwal yang telah ditentukan. Pada pelayanan perawat, konsumen kurang puas pada penjelasan perawat terhadap rencana tindakan keperawatan yang dilakukan pada pasien. Pada pelayanan administrasi, konsumen kurang puas ketrampilan petugas admisi dalam melakukan proses administrasi. Pada pelayanan laboratorium, konsumen kurang puas pada penjelasan tentang rencana tindakan pengambilan sampel yang dilakukan oleh petugas laboratorium. Sedangkan pada pelayanan radiologi, konsumen kurang puas pada kebersihan dan kenyamanan ruang pemeriksaan radiologi.

Respon teknis diberikan oleh pihak manajemen Rumah Sakit untuk memenuhi *Voice of Customer (VoC)* yang disesuaikan dengan kemampuan Rumah Sakit. Berdasarkan hasil penelitian di rawat inap RSAL Dr. Oepomo Surabaya terdapat 2 respon teknis yang memiliki hubungan positif sangat kuat dan saling mendukung yaitu antara membuat SPO pelepasan informasi untuk berkomunikasi dengan dokter dengan membuat kebijakan waktu konsultasi pasien-dokter. Sedangkan pada pelayanan perawat, laboratorium dan admisi tidak terdapat hubungan antar respon teknis. Pada pelayanan radiologi terdapat 2 hubungan positif sangat kuat dan saling mendukung antara pengadaan alat radiologi CR dengan penambahan SDM radiografer. Kemudian hubungan kuat antara pengadaan alat radiologi CR dengan peningkatan pemanfaatan email/ WA radiologi untuk komunikasi hasil radiologi. Namun, terdapat hubungan negatif

kuat antar respon teknis peningkatan kompetensi petugas dengan peningkatan pengawasan langsung oleh Pawas (Perwira Pengawas) di luar jam kerja dan kepala unit dalam jam kerja (*case manager*).

Rekomendasi upaya peningkatan mutu pelayanan yang harus segera dilakukan berdasarkan analisis *Voice of Customer (VoC)* dan respon teknis urutan pelaksanaannya adalah sebagai berikut: pada pelayanan dokter untuk meningkatkan kedisiplinan jadwal kunjungan dokter (*visite*) perlu membuat kebijakan waktu konsultasi pasien – dokter dengan membuat SPO pelepasan informasi untuk berkomunikasi dengan dokter. Pada pelayanan perawat, agar perawat memberikan penjelasan terhadap rencana tindakan keperawatan yang dilakukan pada pasien maka dilakukan peningkatan ketrampilan dan kompetensi perawat. Pada pelayanan administrasi untuk peningkatan ketrampilan petugas admisi dalam melakukan proses administrasi maka dilakukan penambahan SDM admisi. Pada pelayanan laboratorium agar petugas memberikan penjelasan tentang rencana tindakan pengambilan sampel maka dilakukan evaluasi pelaksanaan SPO. Sedangkan pada pelayanan radiologi untuk menjaga kebersihan dan kenyamanan ruang radiologi maka dilakukan evaluasi pelaksanaan SPO.

## ABSTRACT

### **Efforts to Increase Inpatient Utilization Using Voice of Customer (VoC) and Technical Response at RSAL Dr. Oepomo Surabaya**

Hospitals as one of the health facilities that provide health services to the community have a very strategic role in accelerating the improvement of public health status. Improving the quality of service becomes a demand to challenge of competition. In this case, patient satisfaction becomes the benchmark of health service quality level. RSAL Dr. Oepomo is one of the government hospitals that serves the health care of members of the Navy. However, inpatient services from 2015 to June 2017 are very low, ranging from 0.5% -2.0% when compared to the average in other hospitals which is 10% -15%.

Voice of Customer (VoC) and Technical Response are ways that can be used to improve service quality. Voice of Customer (VoC) is obtained from the analysis of Customer Satisfaction Performance (CSP). The technical response is given by the Hospital management to fulfill the Customer Satisfaction Performance (CSP) which is adjusted to the ability of the Hospital.

The research is cross sectional study, which starts from October 2017-May 2018 using Voice of Customer (VoC) and Technical Response analysis. The research method used is observational with a quantitative approach. The sample size in this study was determined by using a random sampling calculation formula of 50 people.

The results of the study showed that in the doctor's service, consumers were not satisfied with the schedule of the doctor to make a visit that was not in accordance with the predetermined schedule (3.16). In nursing services, consumers are less satisfied with the nurse's explanation of the nursing action plan carried out on patients (2.86). In administrative services, consumers are less satisfied with the skills of admission officers in carrying out administrative processes (3,1). In laboratory services, consumers are not satisfied with the explanation of the plan for taking samples taken by laboratory personnel (3,1). Whereas in radiology services, consumers are less satisfied with the cleanliness and comfort of the radiology room (3.18)

Public services from inpatient installations are less satisfactory from the point of view of the patient's needs so that variables with negative gap values need to be improved.

*Keywords: Voice of Customer, Customer Satisfaction Performance, Technical Response*

## ABSTRAK

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Rumah Sakit sebagai salah satu sarana kesehatan yang memberikan pelayanan kesehatan kepada masyarakat memiliki peran yang sangat strategis dalam mempercepat peningkatan derajat kesehatan masyarakat. Kepuasan pasien menjadi tolak ukur tingkat kualitas pelayanan kesehatan. RSAL Dr. Oepomo merupakan salah satu rumah sakit pemerintah yang melayani penanganan kesehatan para anggota TNI AL. Namun pelayanan rawat inap dari tahun 2015 sampai Juni 2017 sangat rendah yaitu berkisar 0,5% -2,0% jika dibandingkan dengan rata-rata di rumah sakit lain yang sebesar 10%-15%.

*Voice of Customer* (VoC) dan Respon Teknis merupakan suatu cara yang dapat digunakan untuk meningkatkan mutu pelayanan. *Voice of Customer* (VoC) didapatkan dari analisis *Customer Satisfaction Performance* (CSP). Respon teknis diberikan pihak manajemen Rumah Sakit untuk memenuhi *Customer Satisfaction Performance* (CSP) yang disesuaikan dengan kemampuan Rumah Sakit.

Penelitian bersifat *coss sectional study* yang dimulai bulan Oktober 2017-Mei 2018 menggunakan analisis *Voice of Customer* (VoC) dan Respon Teknis. Metode penelitian yang digunakan bersifat observasional dengan pendekatan kuantitatif. Besar sampel dalam penelitian ini ditentukan dengan menggunakan rumus perhitungan *random sampling* sejumlah 50 orang.

Hasil penelitian menunjukkan pada pelayanan dokter, konsumen kurang puas dengan jadwal dokter melakukan kunjungan yang tidak sesuai dengan jadwal yang telah ditentukan (3,16). Pada pelayanan perawat, konsumen kurang puas pada penjelasan perawat terhadap rencana tindakan keperawatan yang dilakukan pada pasien (2,86). Pada pelayanan administrasi, konsumen kurang puas ketrampilan petugas admisi dalam melakukan proses administrasi (3,1). Pada pelayanan laboratorium, konsumen kurang puas pada penjelasan tentang rencana tindakan pengambilan sampel yang dilakukan oleh petugas laboratorium (3,1). Sedangkan pada pelayanan radiologi, konsumen kurang puas pada kebersihan dan kenyamanan ruang radiologi (3,18).

Layanan publik dari instalasi rawat inap kurang memuaskan dari sudut pandang kebutuhan pasien sehingga variabel dengan nilai kesenjangan negatif perlu ditingkatkan.

*Kata Kunci: Voice of Customer, Customer Satisfaction Performance, Respon Teknis*